



Banner Ad Specifications

Banner Dimensions	Banner Specs	File Size	Max Looping	Alt Text	Rich Media
468x60	3rd party accepted	40K	3	25 characters	HTML, DHTML, Flash, Bluestreak, Shockwave, Enliven, Java, Javascript, Textlinks, Gifs, JPEG, Animated Gif
120x60	3rd party accepted	20K	3	25 characters	HTML, DHTML, Javascript, Textlinks, Gifs, JPEG, Animated Gif
120x90	3rd party accepted	20K	3	25 characters	HTML, DHTML, Javascript, Textlinks, Gifs, JPEG, Animated Gif
120x240	3rd party accepted	30K	3	25 characters	HTML, DHTML, Javascript, Textlinks, Gifs, JPEG, Animated Gif
120x600	3rd party accepted	40K	3	25 characters	HTML, DHTML, Flash, Bluestreak, Shockwave, Enliven, Java, Javascript, Textlinks, Gifs, JPEG, Animated Gif
160x600	3rd party accepted	40K	3	25 characters	HTML, DHTML, Flash, Bluestreak, Shockwave, Enliven, Java, Javascript, Textlinks, Gifs, JPEG, Animated Gif
728x90	3rd party accepted	40K	3	25 characters	HTML, DHTML, Flash, Bluestreak, Shockwave, Enliven, Java, Javascript, Textlinks, Gifs, JPEG, Animated Gif
300x250	3rd party accepted	40K	3	25 characters	HTML, DHTML, Flash, Bluestreak, Shockwave, Enliven, Java, Javascript, Textlinks, Gifs, JPEG, Animated Gif
300x600	3rd party accepted	40K	3	25 characters	HTML, DHTML, Flash, Bluestreak, Shockwave, Enliven, Java, Javascript, Textlinks, Gifs, JPEG, Animated Gif
Borders not necessary					
Content Placements (text with hyperlinks)	click-through URLs only	35 words max	N/A		text and hyperlinks
AMA Specific Specs (unique to AMA)			AMA Electronic Table of Contents (E-mail Alerts)		
Advertising must comply with the AMA's "Principles for Advertising and Sponsorship" (see AMA site for guidelines)			250 Characters of text (includes spaces) plus a hyperlink which will be redirected via e-HS.		
Banners & Landing Page must be oriented toward the professional					
Banners must clearly include a product or company logo (not completely unbranded)					
Industry sponsored CME may not be directly promoted on the AMA web-site					
Neither the banner nor the direct landing page of the site should offer a "gift" to the physician					
Interstitial and Roadblock advertising are available.					
NOTE All e-HS sites retain final editorial review of each campaign and creative and may reject either for any reason.					